

## **ABSTRACT**

*Currently, in Indonesia, there is a growing number of consumers who are increasingly concerned about their skin health and take care of it through facial skincare. This has led to an increase in demand for skincare products in Indonesia every year. In 2022, the preferred choice of skincare product among Indonesian consumers was serum. One of the local Indonesian skincare brands that offers serum products is Somethinc, which has been established since 2020. However, data shows that Somethinc's serum products have not yet become the top choice for Indonesian consumers compared to other local skincare brands, with only 2.6% of customers stating that they use Somethinc's serum products in 2022. This indicates a low purchase intention for Somethinc's serum products.*

*The type of research used in this study is quantitative research with a descriptive and causal research objective. The purpose of this study is to determine the influence of customer review and celebrity endorsement variables on the purchase intention of skincare serum products from Somethinc, as well as to determine the moderating effect of the trust variable on customer review and celebrity endorsement variables that lead to purchase intention in Somethinc.*

*The sampling technique used in this study is non-probability sampling with a sample size of 388 respondents. The data analysis method used in this study is descriptive analysis to analyze the collected data by describing the data, and Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis using the SmartPLS 3.0 data processing application.*

*The results of the study show that the customer review and celebrity endorsement variables have a positive and significant influence on the purchase intention of skincare serum products from Somethinc, and trust is not proven to moderate the influence of customer review and celebrity endorsement variables on purchase intention for Somethinc's serum products.*

*The suggestion that researchers can give to Somethinc is to increase the use of celebrity endorsers through marketing campaigns that collaborate with celebrities who have a positive image and are suitable for their target market. Further research can explore other factors that may moderate the influence of customer review and celebrity endorsement on purchase intention for skincare serum products such as brand awareness, perceived quality, and perceived value.*

**Keywords:** *customer review, celebrity endorsement, purchase intention, trust*